

Director of Commerce Visits Mexico

Donald Dietrich, Director of the Idaho Department of Commerce, traveled to Mexico the first week of December 2009 to meet with industry leaders and promote Idaho products and investment opportunities. Director Dietrich traveled to Mexico City and Monterrey along with Armando Orellana, Director of the Idaho-Mexico Trade Office. The presentations focused on maintaining and expanding trade relationships with Mexican companies by identifying Idaho products that are a good fit for their markets. Director Dietrich met with the Mexican Lumber Importers Association to promote Idaho wood products and follow-up on the visit that the association made to Idaho in Spring 2009. He also met with executives from Gruma Corporation to highlight the excellent quality of Idaho grain products and strategies for increasing Idaho exports to Mexico.